

INPUT

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October 30, 1985

Randi -
Letters mailed
for Jan Woolley
10/30/85 approx. \$0
Apple Disk: 80
Mike, Harry, JDW
File: 1. (initials)
- uc15 -

Dear

How much money do your I.S. customers really have to spend--and where will they be spending it?

In 1985, corporate information systems budgets grew by approximately 10% and will remain at this level in 1986. Much of this money will be consumed by hardware and software acquisitions and ever-increasing personnel costs. How and where does the purchase of outside services--the services you offer--fit in the allocation of these discretionary funds?

INPUT has just completed its annual survey of information systems managers and has published its findings in the report, 1985 Information Systems Planning Report. I have enclosed details on its contents.

Based on in-depth interviews with leading corporations having greater than \$500 million in revenues, the study analyzes your markets in a number of ways.

o Industry-by-industry

- Covers 10 major industry groups;
- Examines expenditure categories in detail;
- Compares expenditures between industries;
- Details new applications requirements for each industry.

o Across industries

- Examines major strategic, tactical, and operational I.S. issues;
- Analyzes the changing role of I.S. in the corporate hierarchy;
- Discusses the impact of technology on I.S.;
- Details I.S. budget distribution, emphasis, and growth.

This study will give you the information you need to pinpoint the best areas in which to concentrate your marketing direction over the next several years. Your plans will be based on facts, not fiction.

Act now--fill in and return the attached authorization form TODAY and save \$400. Orders received by INPUT prior to November 15, 1985 will be processed at the special fee of \$2,000. Include your check and deduct an additional 5% cash discount. You will receive the facts you need to get the most profit for your marketing efforts.

Sincerely,

Jan D. Woolley
Marketing

